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- I. Cabot
- 2. Pioneer
- 3. Rubel
- 4. Concord

Not the old-fashioned Blueberries that dad had on his farm down East—but a new family of cultivated varieties—the supreme achievement of the horticultural world.

A Profitable Venture

Every home garden, no matter how small, has room for three or more fine Blueberry plants. The Houston cultivated varieties lead the way to a profitable venture, right in your own home garden.

Replace Unsightly Plantings With Fruiting Shrubs

Many home owners like to replace over-grown, ragged shrubbery with new Blueberry shrub varieties. With little care you can successfully grow these fruiting shrubs in the same ground that once harbored useless plant life. Not alone do they enhance the landscape, but once established, a plentiful supply of ripened fruit is yours year after year.

Artistry in the "Blueberry"

Growing 6 to 7 feet tall, they furnish in the spring lovely racemes of bell-shaped flowers, combining dainty creamy colors with satiny green foliage, later to be followed by clustered Blueberries.

As frost approaches, the toliage turns a distinctive ruddy bronze and carmine-red, only bowing out long after the other deciduous shrubs are stripped bare of leaves.

The Houston Superiority

The Houston Strain of Blueberries are superior because they are scientifically propagated. These new Blueberries grow in large clusters (see picture), of the most beautiful blue color, plump, tender and practically seedless. The flavor of these delicious Blueberries makes the finest in pies and desserts.

For City, Farm and Suburban Homes

As fruits, they should be grown by everyone interested in home fruit growing. All they require is interest and understanding care. Their bounty is generous; the beauty and the quality of their fruit is a revelation.

Houston Orchards, Hanover, Mass.

Growers of Improved New England Blueberry Plants

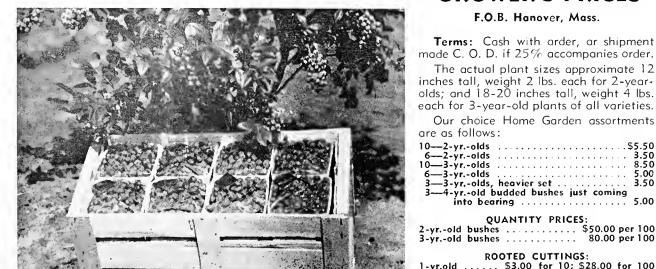


How to Grow Blueberries Successfully

Plont them in rows, in clumps on the lawn or in the shrubbery border. A hedge of Blueberries is both profitable and ornomental, a delight to look upon ond to core for. Choose o moist piece of ground easily supplied with woter during the dry summer months. Plant in full sun if possible; they will also do well in portial shade.

As the Blueberry roots are distributed under the surfoce of the soil, cultivation should be very shallow, not over 2 inches deep, so as to leave the roots undisturbed.

A case of Rubel olongside o Rubel bush, 4 years old. Picture token August 3, 1937. Each box is wropped in cellophone



KEEPING SOIL ACID

To hove Blueberries of their best, the ocidity of the soil should be maintoined by mulching liberally with partly decayed leaves or with ordinary commercial peat moss, or o mixture of both is excellent to condition the soil, keep down weeds and prevent evaporation of the moisture so necessory for proper growth of these new Blueberries. Do not remove this mulch, let it remain around the plant throughout the

ALL PLANTS BALLED AND BURLAPPED

All plants come to you Balled and Burlapped for safety. This is most important, as Blueberry roots are tender, and must not be braken ar exposed to the Gir. "Sure to graw" plants are always Balled and

GROWER'S PRICES

F.O.B. Hanover, Mass.

Terms: Cash with arder, ar shipment nade C. O. D. if 25% accompanies order.

The actual plant sizes approximate 12 inches tall, weight 2 lbs. each for 2-yearolds; and 18-20 inches tall, weight 4 lbs. each for 3-year-old plants of all varieties.

Our choice Home Garden assortments are as follows:

6—3-yrolds 3—3-yrolds, heavier set 3—4-yrold budded bushes just coming	5.00 3.50
3-4-yrold budded bushes just coming into bearing	5.00
QUANTITY PRICES: 2-yrold bushes \$50.00 pe 3-yrold bushes 80.00 pe	r 100 r 100
ROOTED CUTTINGS:	

1-yr.old \$3.00 for 10; \$28.00 for 100

BLUEBERRY LEADERS

CABOT

Graws to a height of 41/2 feet; dense, flat top, very ornamental. Berries delicious, very sweet, clear blue color. Early bearer.

PIONEER

Grows to 5 feet; laose branches like a lilac; large, slightly flattened berries in elongated clusters; a gaod crapper, delicious, and good blue color. Cames into bearing after Cabot.

RUBEL

Late bearer, will attain a height of 7 feet if allowed its awn way; should be kept to 6 feet to facilitate picking; bears large quantities of very fine, slightly acid berries; the best commercial variety so far developed.

CONCORD

Growing habit very much like Pioneer, berries largest of any so far developed. We also have a limited number of Jersey and Rancocas for distribution this season. Growing habits almost the same as Concord. Last three varieties not considered as very heavy bearers. We include one of either variety in garden lots of 10 or more plants if specified. Otherwise, we select from our THREE leading varieties, Cabot, Pioneer and Rubel.

In raoted cuttings we have besides the above six varieties, Stanley and Wareham.

Our Motta:

The BEST in Blueberry Plants. GROWN RIGHT; HANDLED RIGHT; PAĆKED RIGHT; at RIGHT

HOUSTON ORCHARDS

Blueberry Nurseries

MASSACHUSETTS HANOVER -



Pultivated **BLUEBERRIES**

at Houston Orchards

How to Prune

No pruning is required the first year, and little or none the second year. Be sure to pull off oll blossoms the first two years on two smallest sizes.

The third year, take out weak ond small growth neor the ground. Let the plants bear some fruit but not too much. This can be regulated by prun-

In following years, thin out old and weak growth so the plants do not overbeor. The varieties Pioneer and Cabot will need heavier pruning than Rubel.

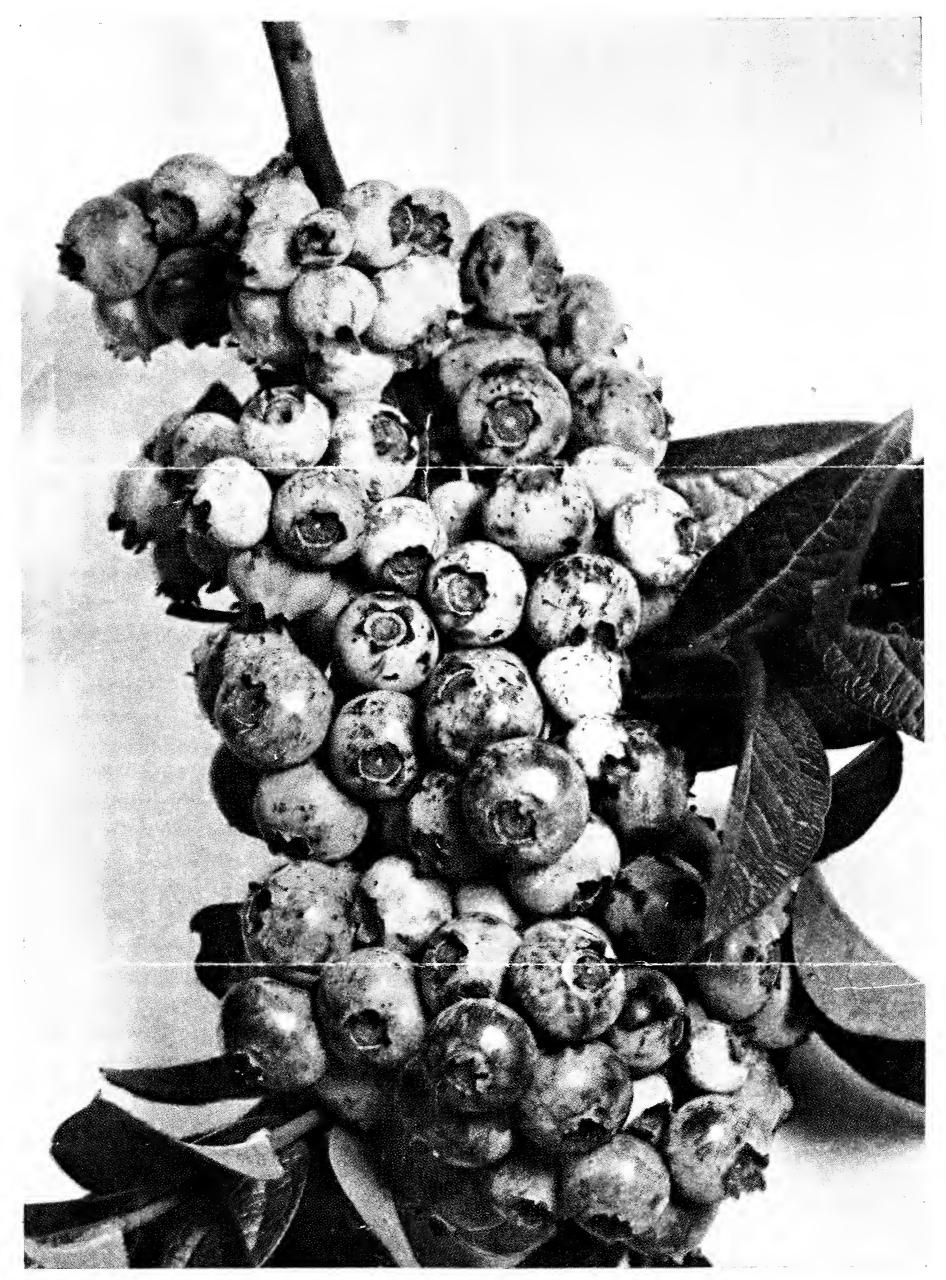
Adventures in BLUEBERRIES

Blueberry pie, blueberries in cream, blueberry preserves. The thought of these mokes the mouth water and yet they are within your reach in on ever-increosing quantity. It is almost impossible to find a description of the Blueberry's flovor. The Blueberry is in a closs by itself, with its delicious melting flesh, full of rich creamy juice and a delicate tang all its own.

Ordering Your Plants

The demand for Blueberry plants is growing by leaps and bounds, and while our supply of plants is large, we cannot guarantee to fill orders for late comers. So we advise our customers to order early, right NOW is not tog soon to get your orders on our books. Every order received will be acknowledged immediately, and at proper time for planting in your section, plants will be shipped a few days after a notification card has been sent you.

Order at least three varieties for pollination purposes. Leave proportioning of Home Garden Lots to us, we assort for best results in your section. Wherever you live, try a set (3 is a set) of these valuable plants, we show you just how to grow them anywhere.



The Houston-Grown Blueberries

These cultivated Blueberries grow in large clusters, plump, meaty, tender and practically seedless. Berries like these sell for 50c to 75c per quart on the retail market. Lovely to look at — delicious to eat.